



Station Order Revised Add to Schedule Heinrich for Senate 2012

Market: Albuquerque

Estimate ID

Flight Dates: Tuesday, August 28, 2012 to Sunday, September 02, 2012

11720

Contact: Jim Giudicessi

Phone: 505-246-2222

Email: Jim.Giudicessi@krqe.com

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Direct: 505-998-9530

KRQE-S2

201936

Jug
8/27/12

Program Name	DP	Days Length	Gross Rate	Tue Aug 28	Wed Aug 29	Thu Aug 30	Fri Aug 31	Sat Sep 01	Sun Sep 02	Total
CBS This Morning 7:00 AM 9:00 AM	EM	M-F 30	\$150.00 \$150.00	3			1			1
KRQE Noon News 12:00 PM 12:30 PM	DT	M-F 30	\$275.00 \$275.00	3			1			1
Dr. Phil 3:00 PM 4:00 PM	EF	M-F 30	\$300.00 \$300.00	2	1					1
KRQE 4:30p News 4:30 PM 5:00 PM	EN	M-F 30	\$550.00 \$550.00	2		1				1
Saturday 5:30p News 5:30 PM 6:00 PM	EN	Sa 30	\$175.00 \$175.00	4				1		1
Jeopardy 6:00 PM 6:30 PM	PA	M-F 30	\$1,400.00 \$5,600.00	2	1	1	1			4
Undercover Boss 7:00 PM 8:00 PM	PT	F 30	\$1,200.00 \$1,200.00	3			1			1
KRQE 10p News 10:00 PM 10:35 PM	LN	M-F 30	\$1,100.00 \$1,100.00	3		1				1
Station Gross Totals			\$9,350.00	1	2	3	4	1		11

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/27/2012 12:45:41 PM

KRQE-S2

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suzanne@mediastategies.com



Station Buy Detail

Albuquerque-Santa Fe,TV Add 2nd

Est ID: 11720

Client: Heinrich for Senate 2012**Flight Dates:** Tuesday, August 28, 2012 to Sunday, September 02, 2012**KRQE-S2**

Program Name	DP	Length	Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Aug	Aug	Aug	Aug	Sep	Sep	
				28	29	30	31	01	02	
CBS This Morning	EM	M-F	\$150.00				1			1
7:00 AM - 9:00 AM		30	\$150.00							
KRQE Noon News	DT	M-F	\$275.00				1			1
12:00 PM - 12:30 PM		30	\$275.00							
Dr. Phil	EF	M-F	\$300.00		1					1
3:00 PM - 4:00 PM		30	\$300.00							
KRQE 4:30p News	EN	M-F	\$550.00			1				1
4:30 PM - 5:00 PM		30	\$550.00							
Saturday 5:30p News	EN	Sa	\$175.00					1		1
5:30 PM - 6:00 PM		30	\$175.00							
Jeopardy	PA	M-F	\$1,400.00	1	1	1	1			4
6:00 PM - 6:30 PM		30	\$5,600.00							
Undercover Boss	PT	F	\$1,200.00				1			1
7:00 PM - 8:00 PM		30	\$1,200.00							
KRQE 10p News	LN	M-F	\$1,100.00			1				1
10:00 PM - 10:35 PM		30	\$1,100.00							
Station Totals			\$9,350.00	1	2	3	4	1		11
Station Net			\$7,947.50							

KRQE-S2

Jim Giudicessi

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

13 Broadcast Plz SW Albuquerque NM

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KRQE-TV Albuquerque	Date: 8/27/2012
---	----------------------------------

I, Media Strategies and Research,
being/on behalf of: Martin Heinrich, a legally
qualified candidate of the Democratic political
party for the office of: U.S. Senate
in the General
election to be held on: Tuesday, November 06, 2012
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, August 28, 2012			Sunday, September 02, 2012		

Total Charges: \$9,350.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, August 27, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Spot Manager: All, 08/28/12-09/02/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/28/12												
Station: KRQE												
	POL/Heinrich fi	201936	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	HEINRICH I11720		6:20:14 PM MHTV1202		\$1,400.00
												\$1,400.00
												\$1,400.00
Date: 08/29/12												
Station: KRQE												
	POL/Heinrich fi	201936	Dr. Phil	3p-4p	:30	P2	[ALL]	HEINRICH I11720		3:33:17 PM		\$300.00
	POL/Heinrich fi	201936	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	HEINRICH I11720		6:12:30 PM		\$1,400.00
												\$1,700.00
												\$1,700.00
Date: 08/30/12												
Station: KRQE												
	POL/Heinrich fi	201936	Dr. Phil	3p-4p	:30	P2	[ALL]	HEINRICH I11720		3:15:16 PM		\$550.00
	POL/Heinrich fi	201936	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	HEINRICH I11720		6:05:46 PM		\$1,400.00
	POL/Heinrich fi	201936	LN M-F	10p-1035p	:30	P3	[ALL]	HEINRICH I11720		10:25:51 PM		\$1,100.00
												\$3,050.00
												\$3,050.00
Date: 08/31/12												
Station: KRQE												
	POL/Heinrich fi	201936	CBS This Mornin	CBS Early St	:30	P3	[ALL]	HEINRICH I11720		7:53:44 AM		\$150.00
	POL/Heinrich fi	201936	M-F KRQE News	12p-1230p	:30	P3	[ALL]	HEINRICH I11720		12:28:26 PM		\$275.00
	POL/Heinrich fi	201936	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	HEINRICH I11720		6:06:16 PM		\$1,400.00
	POL/Heinrich fi	201936	Fri Hour 1	7p-8p	:30	P3	[ALL]	HEINRICH I11720		7:39:22 PM		\$1,200.00
												\$3,025.00
												\$3,025.00
Date: 09/01/12												
Station: KRQE												
	POL/Heinrich fi	201936	Sa KRQE News	530p-6p	:30	P4	[ALL]	HEINRICH I11720				\$175.00
												\$175.00
												\$175.00
												\$9,350.00

[Sorted by: Date]

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Monday, August 27, 2012

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Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title